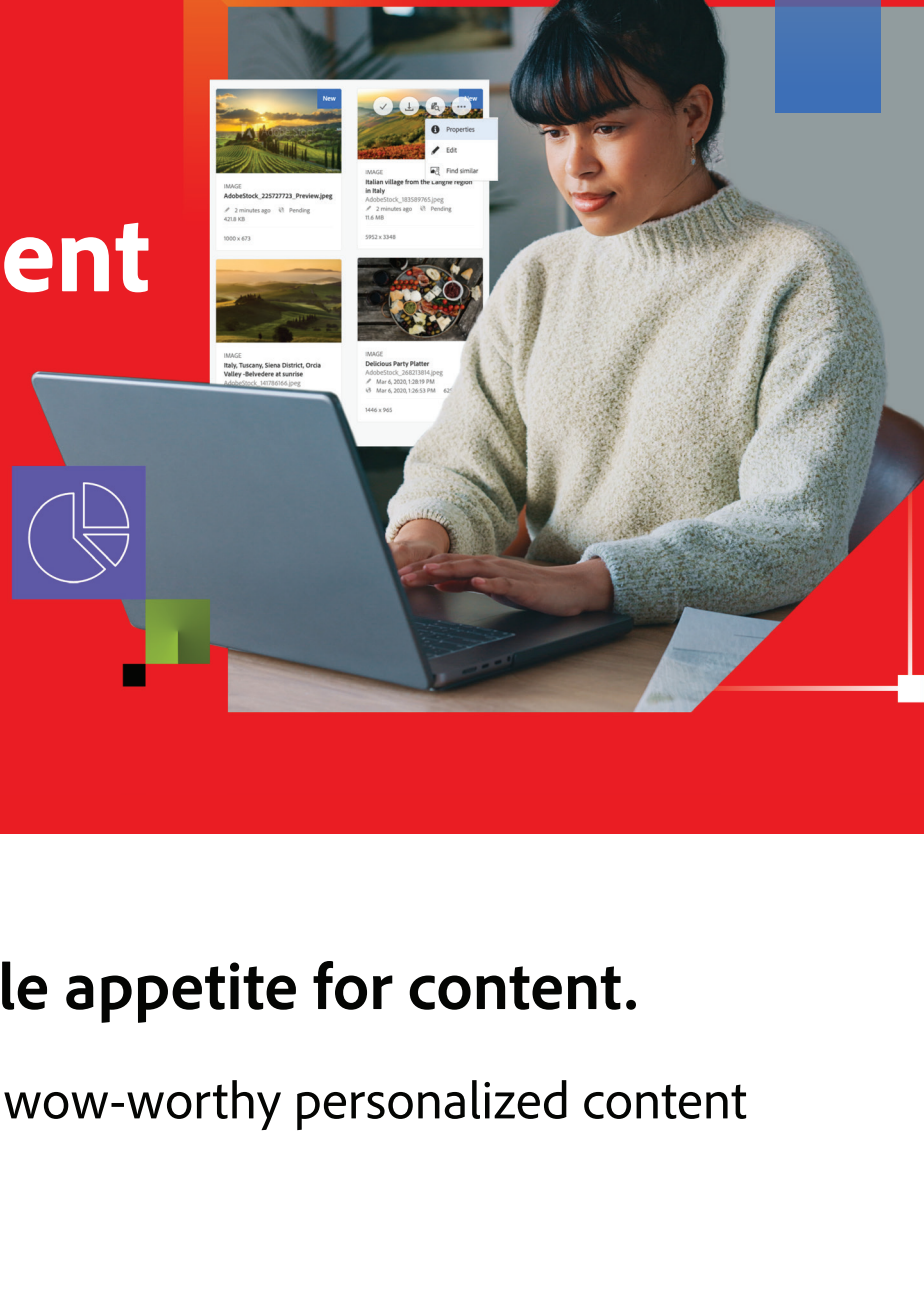




3 secrets to a streamlined content supply chain.

Unlock the power of personalized content—and do it at scale.



Customers have an insatiable appetite for content.

But not just any content. They want wow-worthy personalized content at every touchpoint.



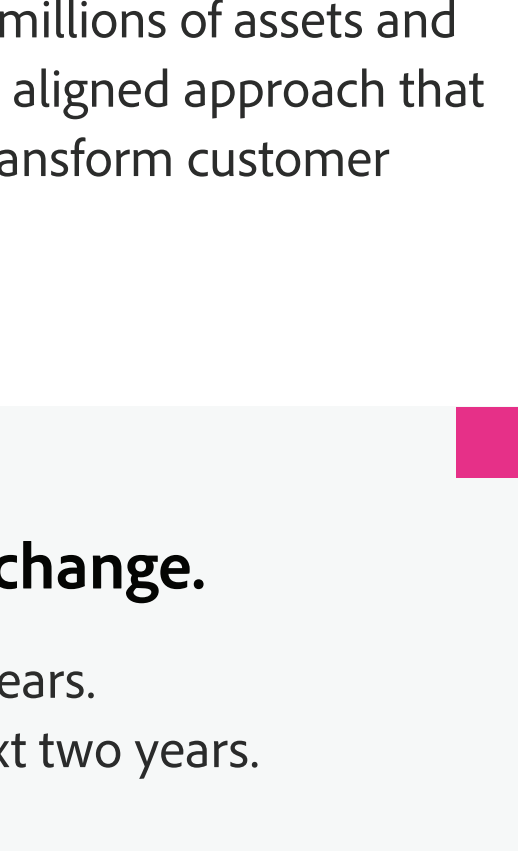
89% of executives say they're seeing a significant increase in demand for content—and they believe customers calibrate expectations to their latest and greatest omnichannel experience.

Source: Adobe

Marketers must deliver engaging, personalized experiences to satisfy that hunger.

85% of marketers say they're under pressure to create assets and deliver campaigns quicker.

Source: Deloitte



Still, the customer experience is falling short.



Only 32% of organizations feel their digital customer experience meets their customers' needs.

Source: Adobe

To create personalized, emotionally resonant experiences, businesses need a way to plan, create, and deliver upward of millions of assets and asset variations at light speed. This requires a fully aligned approach that integrates people, processes, and technology to transform customer insights into creative content.

Keeping up with the speed of content change.

Content demand has doubled over the past two years. And it's expected to grow 5–20 times over the next two years.

1,000 1000 products

25,000 25 assets x 1,000 products

The number of supported channels, markets, and formats is exploding.

375,000 15 global regions x 25,000 assets

Brands are increasingly looking for dynamic content and optimization.

Millions Thousands of customers x 375,000 assets

Customers are expecting more and more personalized experiences.

Plan, produce, and deliver content as fast as your customers expect it—even as demand grows.

To power personalized campaigns and experiences, streamline the entire content lifecycle—from ideation to distribution—with a content supply chain.

What is a content supply chain?

The process of bringing together your people, tools, and workstreams to ensure content is planned, produced, and delivered efficiently, consistently, and at scale.



A content supply chain in action.

Plan

- Centralize project intake into a single pipeline.
- Prioritize projects based on the most strategic work.
- Align budgets and plans to priorities and historical project data.

Produce

- Create, collaborate, and iterate without ever leaving your creative tools.
- Manage the review and approval process without toggling between applications.
- Store final assets in a single location and share with the right people and channels.

Deliver

- Integrate with your campaign and measurement tools.
- Connect creative teams with performance metrics.
- Use data to inform future initiatives and expectations.

Siloed teams and outdated tools may be undermining your content supply chain and hurting your personalization at scale efforts.



3 common disruptors that break the chain.

NUMBER 1

Disconnected processes make for a slow start to finish.

Managing complex projects across multiple environments without full visibility into all aspects of work can be time-consuming, challenging, and often lead to duplicated efforts, difficulties in prioritizing and allocating resources, and a lack of clarity on project status.

70% 70% of a team's time is spent on non-core work. Source: Adobe

33% Only 33% of practitioners feel their organization is effective at planning, scoping, prioritizing, and assigning content, while nearly half cite workflow issues as a major barrier to marketing success. Source: Adobe

Manual overload and too much redundant work is wearing out teams.

Communications and marketing professionals have the highest burnout rate of any job function, with 83% reporting feelings of burnout.

32% Only 32% of practitioners rate themselves as "good" or "very good" at producing and streamlining content to reduce rework, duplication of effort, and administrative tasks. Source: Adobe

Assets are too hard to find and use, especially at scale.

Nearly one-third of creatives and marketers cite the inability to share assets with multiple stakeholders as their top challenge.

28% Only 28% of practitioners rate their organizations as "good" or "very good" at delivering content quickly and efficiently, including automation, personalization, and data tracking. Source: Adobe

3 secrets to a streamlined content supply chain.

NUMBER 1

Standardized intake and planning for better business results.

Consolidate your creative vision with production details, such as budget, resourcing, launch activities, goals, task prioritization, and other key information, in a single work management application.

6.4x Experience Leaders are 6.4 times more likely to have a centralized platform for their creative teams to manage tasks, create content, and collaborate in real time with their design tools. Source: Adobe

Efficient workflows for high-volume production.

Remove barriers to every step of creative production by integrating creative tools with your work management and digital asset management (DAM) applications.

6.9x Experience Leaders are 6.9 times more likely to use a unified production management tool to oversee the creative production process. Source: Forrester and Adobe

Effective teamwork

Faster review and approval cycles

Automated production of asset variations

5.8x Experience Leaders are 5.8 times more likely to intelligently automate assembly of modular content to meet the demands of personalization. Source: Forrester and Adobe

Simplified asset management for content at scale.

Empower your team with centralized access to content for experiences that are always on the go.

3.8x Experience Leaders are 3.8 times more likely to improve content reuse by storing all content in a single DAM with robust search capabilities. Source: Forrester and Adobe

Put AI and automation to work

Find, use, and scale with ease

Tag with relevant metadata and attributes

4.7x Experience Leaders are 4.7 times more likely to use a combination of manual and artificial intelligence (AI) automation methods to tag content with the necessary metadata and attributes for personalization. Source: Forrester and Adobe

From planning to delivery—achieve a smooth content supply chain with an integrated solution.

Adobe Workfront, Adobe Experience Manager Assets, and Adobe Creative Cloud work in tandem to connect every step of your content supply chain, uniting planning, production, and delivery into a single, integrated solution.

Discover the success of our valued partners.

92% Decrease in weekly process meetings for marketing

75% Reduction in time to produce project plans

30% Reduction in waste with increased asset reuse

99% Lower asset retrieval time from 5–7 days to 10 minutes

Build your content supply chain with Adobe.

Learn how Adobe can help you optimize your content engine, streamline your work processes, and satiate your customers' appetite for quality content.

Learn how

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 2. "Connecting with Meaning: Boosting the Customer Experience Using Data, Analytics, and AI," Deloitte, June 23, 2020.
 3. Mariana Mchodnyuk, "DAM Industry Trends Forecast," October 27, 2020.
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 6. Richard Whitehead, "Demand for Content Shows No Sign of Slowing," Adobe Blog, March 21, 2023.
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